

Contact

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Education

Jan 2022 - Current
B.F.A Communications Design
New York City College of Technology
Expected Graduation May 2025

Sept 2013 - June 2017
Brooklyn Technical High School

Activities

Mar 2022 - May 2022
CUNY Emerging Scholars Program
Student Developer |
Membit Co.

- Conducted user research, testing, and prototyped existing and new augmented reality projects
- Coordinated with team members to create an academic research poster to be presented

Software

- Adobe Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, After Effects
- Microsoft Office Suite
- Flex Catering System
- Wix Website Builder
- VSCode

Skills

- Design Theory & Principles
- Art Direction
- Wireframing & Mockups
- HTML/CSS
- Visual Communication
- Food Styling & Event Design
- Adaptability
- Time Management
- Organization
- Multitasking
- Fluent in Bangla

Adrika Hoque

Ambitious and highly motivated in-house multimedia Creative Designer with 2+ years of experience in the Hospitality industry delivering creative strategy and operational solutions for Fortune 100 clients. Seeking opportunities for creative growth and bringing an open mind eager to learn.

Professional Experience

May 2023 - Current

Creative Coordinator | Savory Hospitality

- Innovatively designed visually captivating menus, promotional materials, and signage for reoccurring managed and ad hoc clients while amplifying brand presence and driving organic engagement
- Conceptualized, designed, and executed 12+ event themes, décor, and layouts in order to translate ideas into tangible design elements that enhance the overall event experience
- Crafted captivating packaging designs for 65 Grab & Go products, ensuring presentation matches brand standards and quality
- Collaborated with clients to deliver tailored design solutions
- Efficiently managed a creative assistant ensuring timely project completion

May 2022 - May 2023

Creative Assistant | Savory Hospitality

- Wireframed and redesigned multiple pages of website leading to increasing site traffic by 61% and unique visitors by 56%
- Developed comprehensive social media strategies and content through conducting audience and market analysis to increase engagement and audience growth by 78%
- Corresponded with Account Management, Operations, and Sales Teams on marketing and creative needs and incorporated feedback

Sept 2021 – May 2022

Administrative Assistant | Savory Hospitality

- Supported Account Management Team with logistical, clerical, and office needs
- Sought opportunities for growth and maintained active communication with senior managers, directors, and executives
- Fulfilled, organized, and created labels for high volumes of Banquet Event Orders (BEO)

Jun 2021 – Aug 2021

Administrative Intern | New Care Medical

- Answered high volume of phone calls and coordinated patient appointments for a staff of three doctors
- Maintained, organized, and faxed medical records to hospitals and clinics

Jul 2019 – Nov 2019

Merchandiser | Macy's

- Collaborated with the Support Colleague Team in the movement of fixtures and merchandise for new product, season changes, and clearance sets
- Presented an exceptional customer experience by ensuring the customer is always the priority